

**CITY OF KINGMAN  
TOURISM DEVELOPMENT COMMISSION  
City Council Chambers  
310 N. 4<sup>th</sup> Street - Kingman, Arizona  
7:30 A.M. Thursday, May 4, 2017**

**REGULAR MEETING AGENDA**

**CALL TO ORDER AND ROLL CALL**

1. **CONSIDERATION OF PUBLIC COMMENTS:** Those wishing to address the Commission should fill out request forms in advance. Action taken as a result of public comment will be limited to directing staff to study the matter or rescheduling the matter for consideration and decision at a later time. Comments from the public will be restricted to items not on the agenda. There will be no comments allowed that advertise for a particular person or group. Comments should be limited to no longer than three minutes.
2. **REPORTS**
  - a. **REPORT BY JOSH NOBLE ON MONTHLY STR HOTEL DATA**
3. **OLD BUSINESS**
  - a. **Kingman Railroad Museum Quarterly Report from the Whistle Stop Railroad Club for the first quarter of 2017**  
Representatives of the Whistle Stop Railroad Museum will provide their quarterly report.
  - b. **Ignite Brand Marketing/Kingman Circle Quarterly Report**  
Ignite Brand Marketing will provide a quarterly report of tourism marketing activities.
4. **NEW BUSINESS**

None.
5. **ANNOUNCEMENTS BY COMMISSIONERS**—Limited to announcements, availability or attendance at conferences and seminars, requests for agenda items for future meetings and requests for reports from staff. No discussion on any of these items.
6. **ADJOURNMENT**

# KINGMAN RAILROAD MUSEUM

## QUARTERLY REPORT

FIRST QUARTER – 2017

JANUARY – FEBRUARY -- MARCH

PREPARED BY LORRAINE BROWNFIELD, TREASURER

# KINGMAN RAILROAD MUSEUM

## JANUARY REPORT

| DATE     | ADMISSIONS |       | ADMISSION<br>INCOME | SALES<br>INCOME | DONATIONS<br>RECEIVED |
|----------|------------|-------|---------------------|-----------------|-----------------------|
|          | PAID       | N/C   |                     |                 |                       |
| 01/04/17 | 13         | 8     | \$ 26.00            | \$ -            | \$ 8.00               |
| 01/05/17 | 11         | 2     | \$ 22.00            | \$ -            | \$ 2.00               |
| 01/06/17 | 6          | 7     | \$ 12.00            | \$ -            | \$ -                  |
| 01/07/17 | 27         | 10    | \$ 54.00            | \$ -            | \$ 3.00               |
| 01/08/17 | 3          | 2     | \$ 6.00             | \$ -            | \$ -                  |
| 01/11/17 | 13         | 1     | \$ 26.00            | \$ -            | \$ 1.00               |
| 01/12/17 | 5          | 1     | \$ 10.00            | \$ -            | \$ -                  |
| 01/13/17 | 6          | 8     | \$ 12.00            | \$ -            | \$ 9.00               |
| 01/14/17 | 14         | 2     | \$ 28.00            | \$ -            | \$ 3.00               |
| 01/15/17 | 6          | 3     | \$ 12.00            | \$ -            | \$ 20.00              |
| 01/18/17 | 11         | 183 * | \$ 22.00            | \$ -            | \$ 2.00               |
| 01/19/17 | 10         | 0     | \$ 20.00            | \$ -            | \$ 1.00               |
| 01/20/17 | 3          | 8     | \$ 6.00             | \$ 5.00         | \$ 3.00               |
| 01/21/17 | 10         | 0     | \$ 20.00            | \$ -            | \$ -                  |
| 01/22/17 | 21         | 1     | \$ 42.00            | \$ -            | \$ 12.00              |
| 01/25/17 | 12         | 0     | \$ 24.00            | \$ 10.00        | \$ 1.00               |
| 01/26/17 | 20         | 0     | \$ 40.00            | \$ -            | \$ -                  |
| 01/27/17 | 12         | 3     | \$ 24.00            | \$ 10.00        | \$ 6.00               |
| 01/28/17 | 17         | 5     | \$ 34.00            | \$ 35.00        | \$ 5.00               |
| 01/29/17 | 13         | 9     | \$ 26.00            | \$ -            | \$ 3.00               |
| TOTALS   | 233        | 253   | \$ 466.00           | \$ 60.00        | \$ 79.00              |

\* Hualapai school no charge

# KINGMAN RAILROAD MUSEUM

## FEBRUARY REPORT

| DATE     | ADMISSIONS |       | ADMISSION<br>INCOME | SALES<br>INCOME | DONATIONS<br>RECEIVED |
|----------|------------|-------|---------------------|-----------------|-----------------------|
|          | PAID       | N/C   |                     |                 |                       |
| 02/01/17 | 12         | 3     | \$ 24.00            | \$ 5.00         | \$ -                  |
| 02/02/17 | 5          | 4     | \$ 10.00            | \$ -            | \$ -                  |
| 02/03/17 | 9          | 4     | \$ 18.00            | \$ 5.00         | \$ 1.00               |
| 02/04/17 | 28         | 3     | \$ 56.00            | \$ 20.00        | \$ 4.00               |
| 02/05/17 | 4          | 1     | \$ 8.00             | \$ 15.00        | \$ 3.00               |
| 02/08/17 | 6          | 7     | \$ 12.00            | \$ -            | \$ 21.00              |
| 02/09/17 | 10         | 2     | \$ 20.00            | \$ -            | \$ -                  |
| 02/10/17 | 16         | 2     | \$ 32.00            | \$ 10.00        | \$ -                  |
| 02/11/17 | 18         | 11    | \$ 36.00            | \$ -            | \$ -                  |
| 02/12/17 | 9          | 0     | \$ 18.00            | \$ 5.00         | \$ 10.00              |
| 02/15/17 | 26         | 12 *  | \$ 52.00            | \$ -            | \$ -                  |
| 02/16/17 | 19         | 7 *   | \$ 38.00            | \$ -            | \$ 10.00              |
| 02/17/17 | 21         | 2     | \$ 42.00            | \$ -            | \$ 6.00               |
| 02/18/17 | 40         | 19 ** | \$ 80.00            | \$ -            | \$ 6.00               |
| 02/19/17 | 16         | 8     | \$ 32.00            | \$ 10.00        | \$ 6.00               |
| 02/22/17 | 10         | 0     | \$ 20.00            | \$ 5.00         | \$ 1.00               |
| 02/23/17 | 16         | 3     | \$ 32.00            | \$ -            | \$ -                  |
| 02/24/17 | 20         | 10    | \$ 40.00            | \$ 20.00        | \$ 2.00               |
| 02/25/17 | 13         | 8     | \$ 26.00            | \$ 5.00         | \$ 29.00              |
| 02/26/17 | 18         | 12    | \$ 36.00            | \$ 5.00         | \$ 7.00               |
| TOTALS   | 316        | 118   | \$ 632.00           | \$ 105.00       | \$ 106.00             |

\* Rise Adult Day Care (half each day)

\*\* Cub Scouts n/c

# KINGMAN RAILROAD MUSEUM

## MARCH REPORT

| DATE     | ADMISSIONS |     | ADMISSION<br>INCOME | SALES<br>INCOME | DONATIONS<br>RECEIVED |
|----------|------------|-----|---------------------|-----------------|-----------------------|
|          | PAID       | N/C |                     |                 |                       |
| 03/01/17 | 14         | 1   | \$ 28.00            | \$ -            | \$ 5.00               |
| 03/02/17 | 7          | 1   | \$ 14.00            | \$ -            | \$ -                  |
| 03/03/17 | 9          | 2   | \$ 18.00            | \$ -            | \$ -                  |
| 03/04/17 | 13         | 12  | \$ 26.00            | \$ -            | \$ 1.00               |
| 03/05/17 | 12         | 0   | \$ 24.00            | \$ -            | \$ 7.00               |
| 03/08/17 | 22         | 0   | \$ 44.00            | \$ -            | \$ 25.00              |
| 03/09/17 | 25         | 3   | \$ 50.00            | \$ -            | \$ -                  |
| 03/10/17 | 14         | 3   | \$ 28.00            | \$ -            | \$ 3.00               |
| 03/11/17 | 22         | 4   | \$ 44.00            | \$ -            | \$ 3.00               |
| 03/12/17 | 17         | 5   | \$ 34.00            | \$ -            | \$ 10.00              |
| 03/15/17 | 21         | 10  | \$ 42.00            | \$ -            | \$ 22.00              |
| 03/16/17 | 15         | 6   | \$ 30.00            | \$ -            | \$ 11.00              |
| 03/17/17 | 13         | 2   | \$ 26.00            | \$ 5.00         | \$ -                  |
| 03/18/17 | 16         | 3   | \$ 32.00            | \$ -            | \$ -                  |
| 03/19/17 | 14         | 6   | \$ 28.00            | \$ -            | \$ 4.00               |
| 03/22/17 | 14         | 5   | \$ 28.00            | \$ -            | \$ 3.00               |
| 03/23/17 | 20         | 1   | \$ 40.00            | \$ 5.00         | \$ 11.00              |
| 03/24/17 | 17         | 13  | \$ 34.00            | \$ 5.00         | \$ 1.00               |
| 03/25/17 | 31         | 3   | \$ 62.00            | \$ 5.00         | \$ 3.00               |
| 03/26/17 | 12         | 6   | \$ 24.00            | \$ 5.00         | \$ 5.00               |
| 03/29/17 | 11         | 3   | \$ 22.00            | \$ -            | \$ -                  |
| 03/30/17 | 17         | 2   | \$ 34.00            | \$ -            | \$ 5.00               |
| 03/31/17 | 15         | 6   | \$ 30.00            | \$ 10.00        | \$ 5.00               |
| TOTALS   | 371        | 97  | \$ 742.00           | \$ 35.00        | \$ 124.00             |

# **KINGMAN RAILROAD MUSEUM QUARTERLY REPORT**

| MONTH         | ADMISSIONS |            | ADMISSION<br>INCOME | DONATION<br>INCOME | SALES<br>INCOME  |
|---------------|------------|------------|---------------------|--------------------|------------------|
|               | PAID       | N/C        |                     |                    |                  |
| JANUARY       | 233        | 253        | \$ 466.00           | \$ 79.00           | \$ 60.00         |
| FEBRUARY      | 316        | 118        | \$ 632.00           | \$ 106.00          | \$ 105.00        |
| MARCH         | 371        | 97         | \$ 742.00           | \$ 124.00          | \$ 35.00         |
| <b>TOTALS</b> | <b>920</b> | <b>468</b> | <b>\$ 1,840.00</b>  | <b>\$ 309.00</b>   | <b>\$ 200.00</b> |

TOTAL INCOME FOR THIS QUARTER IS \$2349.00

| EXPENSE            | ITEM  |
|--------------------|---|
| \$ 63.00           | MAX PINS FOR SALE   |
| \$ 360.00          | JANITORIAL SERVICE, CLEAN RESTROOMS ( \$120.00 PER MONTH)   |
| \$ 42.95           | COUPLERS FOR RAILROAD CARS                                  |
| \$ 367.60          | FRONTIER FOR TELEPHONE WITH INTERNET SERVICE TO BE SET UP   |
| \$ 71.40           | BATTERIES AND DOORMAT                                       |
| \$ 243.14          | SANTA FE RAILROAD PINS FOR SALE                             |
| \$ 68.62           | WE MADE COLORING BOOKS FOR THE CHILDREN, COST FOR SUPPLIES  |
| \$ 38.00           | WEB SITE RENEWAL FOR OUR TWO WEBSITES                       |
| \$ 20.00           | TOILET PAPER  |
| \$ 163.48          | ELECTRICAL PARTS AND WIRE TO FIX LAYOUTS, PER FIRE MARSHALL |
| \$ 18.37           | SPECIAL TRACK FOR HO LAYOUT                                 |
| <b>\$ 1,456.56</b> | <b>TOTAL EXPENSES FOR THIS QUARTER</b>                      |

EAT.DRINK.PLAY  
LOCAL SERVICES & ATTRACTIONS



WWW.KINGMANCIRCLE.COM

Collaborative Marketing Campaign

# Agenda

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- 
- Where Do We Stand?
    - Budget/Financials
  - Reach
    - Website
    - Social Media
    - Digital Advertising
    - App
  - Recommendation
    - Branding & Marketing Strategy RFP



# Where Do We Stand?



| TDC Budget                             |        |         |        |        |          |            |
|--|--------|---------|--------|--------|----------|------------|
| Item                                   | Budget | Added   | Total  | YTD    | Trending | Difference |
| Billboard                              | 9,000  |         | 9,000  | 6650   | 9,500    | 500        |
| Digital Advertising<br>(International) | 20,000 | 6,000   | 25,000 | 17,148 | 24650    | (350)      |
| Digital Advertising<br>(Google)        | 6,000  | 3,500   | 9,500  | 5500   | 8500     | (1,000)    |
| Print                                  | 10,000 | (8,500) | 1,500  | 1626   | 1626     | 126        |
| Total                                  | 45,000 |         |        |        | 44,276   | -724       |

# Reach | Website



Feb 1 – April 28, 2017 Traffic

Sessions  
**35,274**



Users  
**25,821**



Pageviews  
**55,649**



Pages / Session  
**1.58**



Avg. Session Duration  
**00:00:59**



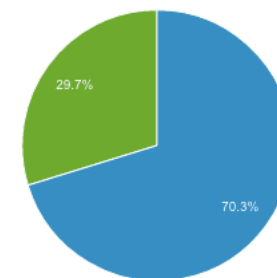
Bounce Rate  
**77.41%**



% New Sessions  
**70.23%**



■ New Visitor ■ Returning Visitor



# Reach | Website



## Top 10 Countries:

|     |  |                        |        |
|-----|--|------------------------|--------|
| 1.  |  United States  | <b>87,149</b> (55.20%) | 72.35% |
| 2.  |  Spain          | <b>28,526</b> (18.07%) | 47.09% |
| 3.  |  France         | <b>17,523</b> (11.10%) | 68.59% |
| 4.  |  United Kingdom | <b>6,802</b> (4.31%)   | 75.46% |
| 5.  |  Canada         | <b>6,255</b> (3.96%)   | 82.30% |
| 6.  |  Germany        | <b>3,186</b> (2.02%)   | 75.99% |
| 7.  |  Australia      | <b>1,134</b> (0.72%)   | 85.10% |
| 8.  |  India        | <b>442</b> (0.28%)     | 64.93% |
| 9.  |  Italy        | <b>424</b> (0.27%)     | 70.28% |
| 10. |  Morocco      | <b>318</b> (0.20%)     | 54.09% |

# Reach | Website



## Top 10 States:

|                                |                        |
|--------------------------------|------------------------|
| 1. <a href="#">Arizona</a>     | <b>35,653</b> (40.91%) |
| 2. <a href="#">California</a>  | <b>16,481</b> (18.91%) |
| 3. <a href="#">Nevada</a>      | <b>6,600</b> (7.57%)   |
| 4. <a href="#">Texas</a>       | <b>3,089</b> (3.54%)   |
| 5. <a href="#">Illinois</a>    | <b>2,144</b> (2.46%)   |
| 6. <a href="#">Michigan</a>    | <b>1,312</b> (1.51%)   |
| 7. <a href="#">Virginia</a>    | <b>1,126</b> (1.29%)   |
| 8. <a href="#">New York</a>    | <b>1,114</b> (1.28%)   |
| 9. <a href="#">Florida</a>     | <b>1,107</b> (1.27%)   |
| 10. <a href="#">Washington</a> | <b>1,044</b> (1.20%)   |

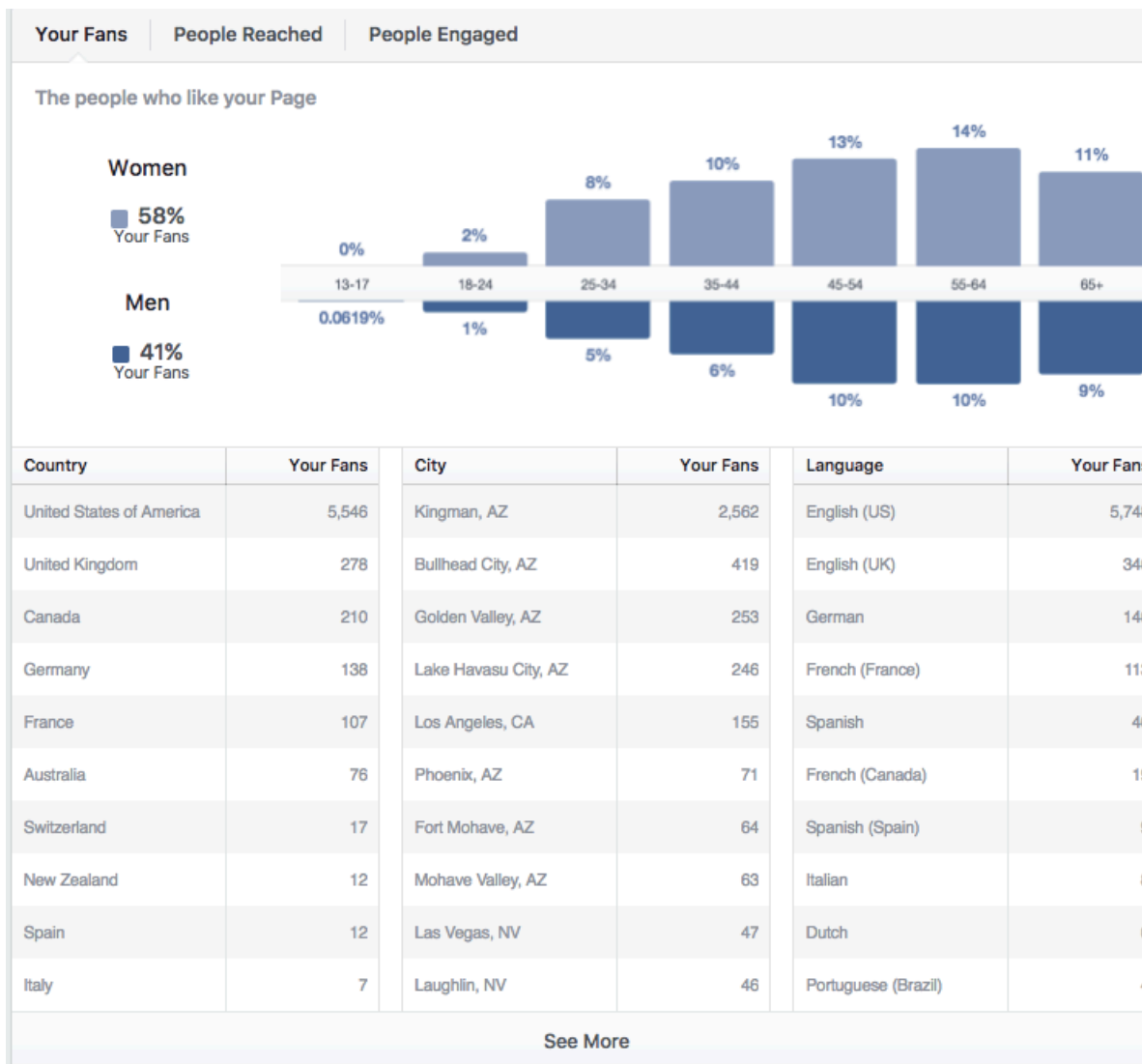
# Reach | Website



## Top 10 Pages:

| <input type="checkbox"/> | Page Title ?  | Pageviews ? ↓                                      |
|--------------------------|---|--|
|                          |   | <b>245,483</b><br>% of Total: 100.00%<br>(245,483) |
| <input type="checkbox"/> | 1. <a href="#">Kingman Circle - Kingman Arizona</a>             | <b>73,157</b> (29.80%)                             |
| <input type="checkbox"/> | 2. <a href="#">Kingman Circle - Kingman, Arizona</a>            | <b>38,473</b> (15.67%)                             |
| <input type="checkbox"/> | 3. <a href="#">Events Archive - Kingman Circle</a>              | <b>12,874</b> (5.24%)                              |
| <input type="checkbox"/> | 4. <a href="#">Kingman Circle App - Kingman Circle</a>          | <b>7,285</b> (2.97%)                               |
| <input type="checkbox"/> | 5. <a href="#">kingman relocation Archives - Kingman Circle</a> | <b>5,792</b> (2.36%)                               |
| <input type="checkbox"/> | 6. <a href="#">Attractions Archives - Kingman Circle</a>        | <b>4,973</b> (2.03%)                               |
| <input type="checkbox"/> | 7. <a href="#">Home - Kingman Circle</a>                        | <b>4,930</b> (2.01%)                               |
| <input type="checkbox"/> | 8. <a href="#">Food &amp; Drink Archives - Kingman Circle</a>   | <b>3,996</b> (1.63%)                               |
| <input type="checkbox"/> | 9. <a href="#">Business News Archives - Kingman Circle</a>      | <b>3,031</b> (1.23%)                               |
| <input type="checkbox"/> | 10. <a href="#">Special Offers - Kingman Circle</a>             | <b>2,979</b> (1.21%)                               |

# Reach | Social




# Reach | Digital Advertising



## International Targeting | Route 66

**Kingman Circle**  
Written by Yuriy Golovko [?] · January 27 · 🌐

Are you passionate about Historic Route 66?



**Visit Kingman**  
The longest stretch of Historic Route 66 is located in Kingman, AZ. Nostalgia, History & Modern Amenities.  
[WWW.KINGMANCIRCLE.COM](http://WWW.KINGMANCIRCLE.COM)

51,641 people reached

[Boost Post](#)

Like Comment Share Hootlet

Noble Zubaid, Steve LeSueur and 187 others Chronological


68 shares 44 comments

1.7 MILLION REACHED

## International Targeting | Relocation

**Kingman Circle**  
Written by Liza Noland [?] · March 2 at 5:18pm · 🌐

Considering relocation to Arizona?



**Visit Kingman, AZ**  
Kingman Circle highlights the multitude of services, all things to see and do, news and upcoming events in the perfect town for relocation!  
[WWW.KINGMANCIRCLE.COM](http://WWW.KINGMANCIRCLE.COM) [Learn More](#)

19,006 people reached

[Boost Post](#)

Like Comment Share Hootlet

Joel Zubaid, Ray Smith and 47 others Chronological

13 shares 9 comments

297,000 REACHED

# Reach | Digital Advertising



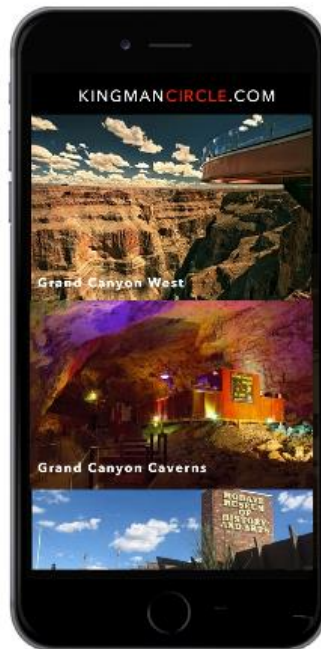
## Keyword Targeting | Google

| Ad group                                | Campaign name           | Status ? | Default Max. CPC ? | Clicks ? ↓ | Impr. ?   | CTR ? |
|---|-------------------------|----------|--------------------|------------|-----------|-------|
| <a href="#">Route 66 Tourism</a>        | <a href="#">Tourism</a> | Eligible | auto: \$0.56       | 17,869     | 1,236,799 | 1.44% |
| <a href="#">Things to do in Kingman</a> | <a href="#">Kingman</a> | Eligible | auto: \$0.73       | 7,312      | 159,796   | 4.58% |

1,700,000 REACHED



# Reach | App



- ▣ Downloads: 1,700+
- ▣ Average views: 30
- ▣ April 2017 – Highest month of use in history

# Recommendation

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- City of Kingman RFP Branding & Marketing Strategy
  - ▣ Identity & Promise required to maximize impact
  - ▣ Marketing Plan = Roadmap with Metrics
  - ▣ Profit required to maintain effective ad campaigns



THANK YOU

EAT.DRINK.PLAY  
LOCAL SERVICES & ATTRACTIONS